

How Generative Artificial Intelligence (GenAI) can be used in the curriculum to cultivate a Moral Compass, an essential component of the Inspirational Paradigm.

Abstract

Artificial Intelligence (AI) has impacted how people accomplish tasks in the 21st century. The term, coined in response to technological advancements related to the internet and information technologies, uses data and information to provide solutions to tasks typically performed by humans, using more information but requiring less time. The tasks that benefit the most from the use of AI are often considered repetitive and/or do not require deep thought or ethical decision-making. Additionally, this technology continues to evolve, developing new possibilities that increase the capacity to perform more complex tasks. For example, Generative AI (GenAI) shifts the focus from patterns to the creation of new content, meaning it can take on many tasks typically performed by humans, such as writing text or creating advertisements (Grewal et al., 2024).

Despite the numerous benefits that AI can offer, Grewal et al. (2024) also highlight the risks this tool entails, such as the proper use of data and information, ethical considerations, discrimination, etc. In fact, they comment that there are three important challenges that society faces in the use of AI: "(1) preserving and growing human capability, (2) protecting societal belonging and human connection, and (3) ensuring equitable sharing of AI benefits" (Grewal et al. 2024, p. 870).

The Inspirational Paradigm has been developed to guide business educators in Jesuit business schools in reexamining how they prepare the next generation of business leaders. One important component of the Inspirational Paradigm is the identification of hungers that Jesuit

business education strives to awaken, cultivate and strengthen. These hungers include: An Integrated Knowledge, A Moral Compass, A Community of Belonging, A Global Perspective, Emotional Well-Being and An Adult Spirituality and Meaningful Impact. The Inspirational Paradigm defines the hunger that students have for a Moral Compass as follows: “Students today experience the limitations that accompany a moral discourse that focuses almost exclusively on individual rights, while largely ignoring the responsibilities we have to each other.”

(International Association of Jesuit Universities, 2020, p. 4). This research explores how GenAI can be used in the curriculum to help awaken and cultivate a Moral Compass in our students.

References

Grewal, D., Guha, A., & Becker, M. (2024). AI is changing the world: for better or for worse?.

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International Association of Jesuit Universities (2020). An Inspirational Paradigm for Jesuit Business Education. https://iaju.org/sj_files/2023/11/An-Inspirational-Paradigm-for-Jesuit-Business-Education_English.pdf